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Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-implemented method for blocking advertisements, the method comprising:

a) accepting user input indicating at least one category of ads to be blocked;

b) accepting user input requesting content that includes at least one ad, ~~each~~ an ad being associated with at least one category; and

c) preventing an ad from being served if at least a predetermined number of its ~~at least one category~~ associated categories match ~~any of the at-least-one~~ a category of ads to be blocked, wherein the categories associated with the ad are determined from a content of a document linked to by the ad.

2-4. (Cancelled)

5. (Original) The method of claim 1 wherein the act of preventing an ad from being served includes removing the ad from a set of eligible ads.

6. (Original) The method of claim 1 wherein the predetermined number is one.

7. (Currently Amended) The method of claim 1 wherein ~~at least one of the at-least-one~~ the category is a product category.

8. (Currently Amended) The method of claim 1 wherein ~~at least one of the at-least-one~~ the category is a service category.

9. (Currently Amended) The method of claim 1 wherein the ~~at least one~~ category of ads to be blocked is ~~accepted~~ from a list associated with at least one document.

10. (Original) The method of claim 9 wherein the at least one document is at least one Web page.

11. (Currently Amended) The method of claim 9 wherein the at least one document includes Web pages of a Website.

12. (Original) The method of claim 9 wherein the at least one document is at least one Web page associated with a path name.

13. (Currently Amended) The method of claim 1 further comprising:

d) accepting user input indicating at least one term; and

e) preventing an ad from being served if at least a part of its ad information includes at least a second predetermined number of any of the ~~at least one~~ terms.

14. (Original) The method of claim 13 wherein the at least a part of the ad information is content of a creative of the ad.

15. (Original) The method of claim 13 wherein the at least a part of the ad information is keyword targeting terms associated with the ad.

16. (Cancelled)

17. (Original) The method of claim 13 wherein the second predetermined number is one.

18. (Currently Amended) The method of claim 13 wherein ~~at least one of the at least one~~ the term is a product name.

19. (Currently Amended) The method of claim 13 wherein ~~at least one of the at least one~~ the term is a name of a product manufacturer.

20. (Currently Amended) The method of claim 13 wherein ~~at least one of the at least one~~ the term is a name of a product retailer.

21. (Currently Amended) The method of claim 13 wherein ~~at least one of the at least one~~ the term is a service name.

22. (Currently Amended) The method of claim 13 wherein the ~~at least one of the at least one~~ term is a name of a service provider.

23. (Currently Amended) The method of claim 13 wherein the ~~at least one~~ term is ~~accepted~~ from a list associated with ~~at least one~~ the document.

24. (Currently Amended) The method of claim 23 wherein the ~~at least one~~ document is a ~~at least one~~ Web page.

25. (Currently Amended) The method of claim 23 wherein the ~~at least one~~ documents include Web pages of a Website.

26. (Currently Amended) The method of claim 23 wherein the ~~at least one~~ document is ~~at least one~~ a Web page associated with a path name.

27. (Currently Amended) A computer-implemented method for determining a set of advertisements, the method comprising:

a) accepting at least one category of ads to be blocked;

b) adjusting a weight of ~~each of~~ the ~~at least one category~~ categories in a comparison function;

c) accepting at least one ad, ~~each~~ an ad being associated with at least one category;

d) accepting a document being associated with at least one category; and

e) comparing ~~each of the at least one~~ the ad with the document using the comparison function.

28. (Original) The method of claim 27 wherein the category is a semantic cluster.

29. (Original) The method of claim 27 wherein the category is a probabilistic hierarchical inferential learner cluster.

30. (Original) The method of claim 27 wherein the category is a concept.

31. (Currently amended) The method of claim 27 wherein the act of adjusting a weight of ~~each of the at least one category~~ the categories in a comparison function includes setting the weight to zero.

32. (Original) The method of claim 27 wherein at least one of the at least one category is a product category.

33. (Original) The method of claim 27 wherein at least one of the at least one category is a service category.

34. (Original) The method of claim 27 wherein the at least one category of ads to be blocked is accepted from a list associated with at least one document.

35. (Original) The method of claim 34 wherein the at least one document is at least one Web page.

36. (Original) The method of claim 34 wherein the at least one document include Web pages of a Website.

37. (Original) The method of claim 34 wherein the at least one document is at least one Web page associated with a path name.

38. (Currently Amended) The method of claim 27 further comprising:

f) accepting at least one term; and

g) preventing an ad from being served if at least a part of its ad information includes at least a second predetermined number of any of the at least one the term.

39. (Original) The method of claim 38 wherein the at least a part of the ad information is content of a creative of the ad.

40. (Original) The method of claim 38 wherein the at least a part of the ad information is keyword targeting terms associated with the ad.

41. (Original) The method of claim 38 wherein the at least a part of the ad information is content of a document linked to by the ad.

42. (Original) The method of claim 38 wherein the second predetermined number is one.

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43. (Currently Amended) The method of claim 38 wherein at least one of the at least one the term is a product name.

44. (Currently Amended) The method of claim 38 wherein at least one of the at least one the term is a name of a product manufacturer.

45. (Currently Amended) The method of claim 38 wherein at least one of the at least one the term is a name of a product retailer.

46. (Currently Amended) The method of claim 38 wherein at least one of the at least one the term is a service name.

47. (Currently Amended) The method of claim 38 wherein at least one of the at least one the term is a name of a service provider.

48. (Currently Amended) The method of claim 38 wherein the at least one the term is accepted from a list associated with at least one document.

49. (Original) The method of claim 48 wherein the at least one document is at least one Web page.

50. (Original) The method of claim 48 wherein the at least one document include Web pages of a Website.

51. (Original) The method of claim 48 wherein the at least one document is at least one Web page associated with a path name.

52. (Currently Amended) Apparatus for blocking advertisements, the apparatus comprising:

a) an input for accepting:

i) at least one category of ads to be blocked, and

ii) a <u>request for content that includes</u> at least one ad, ~~each~~ <u>an</u> ad being associated with at least one category; and

b) means for preventing an ad from being served if at least a predetermined number of its at least one category match any of the at least one category of ads to be blocked, <u>wherein the at least one category associated with the ad is determined from content of a document linked to by the ad</u>.

53-55. (Cancelled)

56. (Original) The apparatus of claim 52 wherein the means for preventing an ad from being served includes means for removing the ad from a set of eligible ads.

57. (Original) The apparatus of claim 52 wherein the predetermined number is one.

58. (Original) The apparatus of claim 52 wherein at least one of the at least one category is a product category.

59. (Original) The apparatus of claim 52 wherein at least one of the at least one category is a service category.

60. (Original) The apparatus of claim 52 wherein the at least one category of ads to be blocked is accepted from a list associated with at least one document.

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61. (Original) The apparatus of claim 60 wherein the at least one document is at least one Web page.

62. (Original) The apparatus of claim 60 wherein the at least one document include Web pages of a Website.

63. (Original) The apparatus of claim 60 wherein the at least one document is at least one Web page associated with a path name.

64. (Original) The apparatus of claim 60 wherein the input if further adapted to accept at least one term, the apparatus further comprising:

c) preventing an ad from being served if at least a part of its ad information includes at least a second predetermined number of any of the at least one term.

65. (Original) The apparatus of claim 64 wherein the at least a part of the ad information is content of a creative of the ad.

66. (Original) The apparatus of claim 64 wherein the at least a part of the ad information is keyword targeting terms associated with the ad.

67. (Cancelled)

68. (Original) The apparatus of claim 64 wherein the second predetermined number is one.

69. (Original) The apparatus of claim 64 wherein at least one of the at least one term is a product name.

70. (Original) The apparatus of claim 64 wherein at least one of the at least one term is a name of a product manufacturer.

71. (Original) The apparatus of claim 64 wherein at least one of the at least one term is a name of a product retailer.

72. (Original) The apparatus of claim 64 wherein at least one of the at least one term is a service name.

73. (Original) The apparatus of claim 64 wherein at least one of the at least one term is a name of a service provider.

74. (Original) The apparatus of claim 64 wherein the at least one term is accepted from a list associated with at least one document.

75. (Original) The apparatus of claim 64 wherein the at least one document is at least one Web page.

76. (Original) The apparatus of claim 64 wherein the at least one document include Web pages of a Website.

77. (Original) The apparatus of claim 64 wherein the at least one document is at least one Web page associated with a path name.

78. (Currently Amended) Apparatus for determining a set of advertisements, the apparatus comprising:

a) an input for accepting

i) at least one category of ads to be blocked,

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ii) at least one ad, ~~each~~ an ad being associated with at least one category, and

iii) a document being associated with at least category;

b) means for adjusting a weight of each of the at least one category in a comparison function; and

c) means for comparing each of the at least one ad with the document using the comparison function.

79. (Original) The apparatus of claim 78 wherein the category is a semantic cluster.

80. (Original) The apparatus of claim 78 wherein the category is a probabilistic hierarchical inferential learner cluster.

81. (Original) The apparatus of claim 78 wherein the category is a concept.

82. (Original) The apparatus of claim 78 wherein the means for adjusting a weight of each of the at least one category in a comparison function includes setting the weight to zero.

83. (Original) The apparatus of claim 78 wherein at least one of the at least one category is a product category.

84. (Original) The apparatus of claim 78 wherein at least one of the at least one category is a service category.

85. (Original) The apparatus of claim 78 wherein the at least one category of ads to be blocked is accepted from a list associated with at least one document.

86. (Original) The apparatus of claim 85 wherein the at least one document is at least one Web page.

87. (Original) The apparatus of claim 85 wherein the at least one document include Web pages of a Website.

88. (Original) The apparatus of claim 85 wherein the at least one document is at least one Web page associated with a path name.

89. (Original) The apparatus of claim 78 wherein the input is further adapted to accept at least one term, the apparatus further comprising:

d) means for preventing an ad from being served if at least a part of its ad information includes at least a second predetermined number of any of the at least one term.

90. (Original) The apparatus of claim 89 wherein the at least a part of the ad information is content of a creative of the ad.

91. (Original) The apparatus of claim 89 wherein the at least a part of the ad information is keyword targeting terms associated with the ad.

92. (Original) The apparatus of claim 89 wherein the at least a part of the ad information is content of a document linked to by the ad.

93. (Original) The apparatus of claim 89 wherein the second predetermined number is one.

94. (Original) The apparatus of claim 89 wherein at least one of the at least one term is a product name.

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95. (Original) The apparatus of claim 89 wherein at least one of the at least one term is a name of a product manufacturer.

96. (Original) The apparatus of claim 89 wherein at least one of the at least one term is a name of a product retailer.

97. (Original) The apparatus of claim 89 wherein at least one of the at least one term is a service name.

98. (Original) The apparatus of claim 89 wherein at least one of the at least one term is a name of a service provider.

99. (Original) The apparatus of claim 89 wherein the at least one term is accepted from a list associated with at least one document.

100. (Original) The apparatus of claim 99 wherein the at least one document is at least one Web page.

101. (Original) The apparatus of claim 99 wherein the at least one document include Web pages of a Website.

102. (Original) The apparatus of claim 99 wherein the at least one document is at least one Web page associated with a path name.

103 (New) A computer-readable medium having embodied thereon a computer program configured to block digital advertisements, the medium comprising one or more code segments configured, when executed, to:

receive user input indicating a category of digital advertisements to be blocked from distribution to a viewer over the distribution network,

receive user input indicating a digital advertisement, the advertisement being distributed with content distributed to viewers over the distribution network; and

block a digital advertisement from distribution over the distribution network if the category associated with the digital advertisement matches the indicated category of digital advertisements to be blocked, wherein the category associated with the digital advertisement is determined from the content distributed with the digital advertisement.